



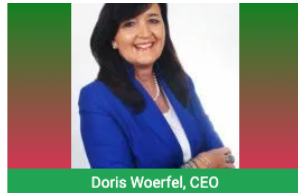
# Welcome to African Tourism Board



Alain St. Ange, president



Cuthbert Ncube, Vice President



Doris Woerfel, CEO



Juergen Steinmetz, chairman Marketing



Founded in 2018, the African Tourism Board an association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from the African region.

ATB Association provides aligned advocacy, insightful research, and innovative events to its members.

- In partnership with private and public sector members, African Tourism Board (ATB) enhances the sustainable growth, value, and quality of travel and tourism to-from-and-within Africa.
- The Association provides leadership and counsel on an individual and collective basis to its member organizations.
- The Association provides an effective platform for both the public and private sector to engage and reach out.
- The ATB Marketing Association based in the USA is expanding on opportunities for marketing, public relations, investments, branding, promoting and establishing niche markets.



# African Tourism Board

## Who we are

- The African Tourism Board Association was established to join the African Tourism conversation.
- The Association provides leadership and counsel on an individual and collective basis to its member organizations.
- The Association provides an effective platform for both the public and private sector to engage and reach out.
- The African Tourism Board is a global initiative by Africa and for Africa interacting with source markets around the world.

## Who should join us

### Membership is encouraged for:

- Public sector: ministers, national parks, tourism authorities
- City, regional, and national tourism boards located in Africa
- Hospitality (hotels, resorts, B&Bs, safari lodges, etc.)
- MICE industry
- NICHE markets
- Aviation: airlines, air charters
- Cruise lines
- Tourist attractions
- Stakeholders including tour operators, ground operators, and travel agencies
- Associations
- Providers of services anywhere in the world
- Trade shows
- Event organizers
- Advertising agencies and providers
- Marketing and PR organizations
- Investment providers
- Related industries like wine, fuel, etc.
- Educational institutions
- News media
- Travel agents and tour operators

## Projects

- The African Tourism Board Marketing Corporation is an independently-managed arm of the African Tourism Board.
- African Tourism Board Marketing Corporation is expanding on opportunities for marketing, public relations, investments, branding, event and trade show participation, networking events and promotions.
- The goal for African Tourism Board is to support responsible tourism developments for Africa as one destination.
- Marketing projects are provided by members and for members in Africa and international source markets.



- African Tourism Board is not replacing but could compliment national tourism boards initiatives.
- African Tourism Board projects are available to members based on a cost sharing model.

African Tourism Board	African Tourism Board Marketing Corporation
Head office South Africa: P.O. Box 38845 Faerie Glen, Pretoria 0043 South Africa PH: (+27) 12-743 6970 <b>Mobile:</b> South Africa (+27) 082 904 3779 FAX: (+27) 86 6182 357	P.O.Box 15804 Honolulu, HI 96830-5804 <b>USA</b> <b>PH: +1-808-536-1100</b> FAX: +1-323-488-6311 <ul style="list-style-type: none"> <li>▪ South Africa: (+27)-21-813-5811</li> <li>▪ USA: +1-808-536-1100</li> <li>▪ Germany: (+49) 2102-1458477</li> <li>▪ UK: (+44) 20-3239-3300</li> <li>▪ Australia: (+61) 2-8005-1444</li> <li>▪ Hong Kong, China: (+852) 8120-9450</li> <li>▪ WhatsApp/ Viber/ Text: +1-808-953-4705</li> </ul>

[info@africantourismboard.com](mailto:info@africantourismboard.com)    [www.africantourismboard.com](http://www.africantourismboard.com)



## Member Categories

### Sellers & Corporate

Listed on the **ATB Member Directory**

Propose projects

Participate in projects (Marketing, Trade Shows, Seminars, Outreach, Public Relations and more) Project cost may apply.

Access to ATB member and networking events and discussion groups

Access to **friends of the media**.

Access to other ATB member for approved projects.

Permission to use the ATB Logo

**Corporate membership is charged per location.** Maximum charge for large corporation are 50 locations

**Small business means:**  
Under 10 employees in Africa, under 3 outside Africa

### Public Sector

Listed on the **ATB Member Directory**

Propose projects

Participate in projects (Marketing, Trade Shows, Seminars, Outreach, Public Relations and more) Project cost may apply.

Access to ATB member and networking events and discussion groups

Access to **friends of the media**.

Access to other ATB member for approved projects.

Permission to use the ATB Logo

For tourism boards, Government departments (Ministry), Ministers

### Observer

Observers is reserved for the **public sector** and approved entities to allow immediate access to Public Sector Benefits while going through necessary approval procedures to become a full member.

Observer membership **is free** until internal approval and procurement is concluded to join as a full member.

Permission to use the ATB Logo

**NOT available to observers:**

Voting on issues  
Becoming a board member  
Full access to attend and host events

African Company /per location	<b>\$500/ year</b>		
Non African Company/ per location	<b>\$1,000/ year</b>		
Small Business / per location	<b>\$150/ year</b>	<b>\$2,500/ year</b>	<b>free</b>



**AFRICAN  
TOURISM  
BOARD**

# African Tourism Board

## Non Profit

Reserved for qualified associations, universities and charities.

Reserved for responsible tourism initiative, cultural organizations, operating on a non-profit bases and are not selling travel services.

All non-profit members should be able to raise awareness and support tourism projects for Africa.

Access to events.  
Able to propose projects.

Listed on the **ATB member directory**.

Permission to use the ATB Logo

**free**

## Travel Agents

**For travel agents** and individual members in the travel and tourism industry **outside Africa** interested in generating sales for Africa.

Qualified buyers will be invited to network events, training, seminars and virtual conferences.

Buyers may be invited to trade shows and fam trips.

Permission to use the ATB Logo

**\$50/ year**

## Press

Journalists and publications with a track record writing about Africa Tourism.

Journalists will be invited to events, press-conferences and recommended to hosted press- trips.

Journalists will be listed under "**friends of the media**" on the African Tourism Board Website.

Press wanted to sell services should join as corporate members

Journalists not on our member list are invited to attend and report on ATB events and activities

Permission to use the ATB Logo

**\$25/ year**

Join:

[www.africantourismboard.com/join](http://www.africantourismboard.com/join)



## Membership Application

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/ Province: \_\_\_\_\_

\_\_\_\_\_ Country: \_\_\_\_\_

Direct email: \_\_\_\_\_

Corporate email: \_\_\_\_\_

Phone direct: \_\_\_\_\_

Phone mobile: \_\_\_\_\_

Member Category:

Corporate: ( )                      Small business: ( )

Public Entity: ( )                      Observer only: ( )

Non Profit: ( )                      Press: ( )

Travel Agency outside Africa: ( )

Signature: \_\_\_\_\_